

11.2 Collecting Data

Terminology

Population: all individuals in the group being studied have data collected from them.

Ex all eligible BC voters for an election
↳ not convenient or cost effective

Sample: any group of individuals selected from the population

Ex a sample could be 50 eligible voters from each city in BC

Types of Samples :

* Convenience: creating a sample by choosing individuals from the population that are easy to access.
- can give good results if that is your target population, but otherwise CAUTION!

* random: creating a sample by choosing a specific number of individuals randomly from the whole population

- stratified sample: dividing the population into groups and choosing the same # of members from each group.

- systematic sample: choose individuals at fixed intervals from an ordered list of the whole population

★ Voluntary response: creating a sample by inviting the whole population to participate (only those interested will respond)